



Recruiting and Motivating Volunteers

Recruiting and motivating volunteers and maintaining the volunteer program is essential to the success of union programs. To succeed in the recruitment of volunteers, remember the following:

PLAN THOROUGHLY!

- ▶ Determine the jobs and activities for which volunteers are needed.
- ▶ Outline the responsibilities and timelines for each job and activity.
- ▶ Select volunteer recruiters and a recruitment method.
- ▶ Prepare recordkeeping pieces for the union.

RECRUIT ENTHUSIASTICALLY!

- ▶ Personal contact is the key to successful recruitment.
- ▶ Allow adequate time to recruit.
- ▶ Be positive.
- ▶ Be prepared to answer questions and deal with potential concerns/problems.
- ▶ If, at first, you don't succeed, be sure to try again. A "no" doesn't mean a person is unwilling to help.
- ▶ Review union records for past activists' name – or talk to former leaders.

SEE SUCCESSFUL COMPLETION OF VOLUNTEER JOBS AND ACTIVITIES!

- ▶ Develop timelines, deadlines and a program calendar.
- ▶ Provide appropriate training and support for volunteers.
- ▶ Keep them informed.
- ▶ Monitor volunteers' activities with one of the following:
 - Appointed supervisor/coordinator
 - Regular status report forms
 - Scheduled meetings for updates (This is a very important part of the volunteer program.)

- ▶ Volunteers need reinforcement and encouragement. Checking in on their efforts will allow them to ask questions to deal with concerns.

MAINTAIN VOLUNTEER INVOLVEMENT!

- ▶ Train and inform volunteers.
- ▶ Make jobs and activities rewarding and fun.
- ▶ Provide volunteer ownership and delegate responsibility. Utilize the diverse talents of your volunteers.
- ▶ Recognize your volunteers:
 - Present plaques, pins, mugs, plants or other items of acknowledgement.
 - Honor volunteers at union events.
 - Thank volunteers sincerely and frequently in person and in writing.
 - Report on volunteer efforts at union meetings and in union publications. List their names and include their pictures.
 - Host a special event for volunteers.
- ▶ Encourage volunteers to continue their involvement in the union and continually provide opportunities for added responsibility.

AVOID FRUSTRATION AND FAILURE!

- ▶ Do not recruit via mailboxes. (This effort will end up in the recycling bin.)
- ▶ Do not wait for volunteers to call you.
- ▶ Ignore planning, training and information.
- ▶ Forget to monitor and reward.